

Message Text

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14

ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
----- 086894

P R 311115Z DEC 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 6453
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO

UNCLAS STOCKHOLM 6539

FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: STC EVENTS: COMPUTERS

1. STC INFORMED COMPUTER EVENT SELECTED AS 8TH FY-76 EXHIBITION FOR RUNNING IN MAY. GIVEN OTHER SHOW SCHEDULES, MAY 10-12 SEEMS MOST REASONABLE PERIOD TO PERMIT DISMANTLING AND CONSTRUCTION NEXT EVENT.

2. IN VIEWMCOMPETING EVENTS (NORD DATA 6/2-4 IN HELSINKI, DATA-OFFICE (DATAKONTOR 76) 9/26 - 10/6 AT STOCKHOLM ST ERIKS FAIR, AND SOME IMPACT FROM HANNOVER FAIR IN MAY), STC BELIEVES A MORE SPECIFIC AREA OF EDP MUST BE CHOSEN, E.G. INDUSTRIAL COMPUTERS (MICROCOMPUTERS) OR MINICOMPUTERS AND TERMINALS. THE FIRST CHOICE, BY TARGETING INDUSTRIAL APPLICATIONS, WOULD HOPEFULLY LESSEN CONFLICT WITH DATA-OFFICE WHICH IS LARGE TRIENNIAL/FAIR. IN THAT EVENT, MINICOMPUTERS AND TERMINALS COULD STILL BE CONSIDERED FOR SEPARATE EVENT IN LATE SPRING 1977.

3. WITH LIMITED LEAD TIME AND PROBABILITY OF SMALLER SHOW THAN USUAL IN EDP, RECRUITMENT OF LARGE PROPORTION OF NTM'S WILL BE ESSENTIAL TO MAKE SHOW INTERESTING AND PROMOTABLE.

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4. WHICHEVER AREA OF EDP SELECTED, STC RECOGNIZES THAT WITH

THREE SHOWS IN FOUR WEEKS, PROCUREMENT/PROMOTION STAFF HERE
WILL BE UNDER GREAT TIME PRESSURE AND TO SOME DEGREE IN
COMPETITION WITH ITSELF AS TO PROCUREMENT OF SOME LOCAL
COMPANIES FOR PRECEEDING AND FOLLOWING SHOWS. THUS STC
WILL BE HEAVILY DEPENDENT ON WASHINGTON RECRUITMENT
EFFORTS.
STRAUSZ-HUPE'

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